

Rep Order# 6848230 Ver# 1 Status New Traffic Order# Printed: 08/31/2012 8:48 AM 1 of 5

EC'd Yes Last Received: 08/31/2012 7:51 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 739 Agency C/P1/P2/E 12/11/739  
Buyer Stephanie Maroney Flight Dates 10/02/2012 - 10/08/2012 Salesperson Phone# 215-567-6005  
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938  
Fax#

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --

THIS IS A NEW CONTRACT  
TOTAL 37,925  
PLS CONFIRM ASAP  
THANKS, ANGELA

| LT  | Ln  | Day | Time    | Program         | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|---------|-----------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | ---     | -----           | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 2   | W   | 5A-6A   | WAVY NEWS-5A    | :30 | \$700.00   | 10/03-10/03 | 1          | 1          | 1           | \$700.00   |         |
|     | 3   | TH  | 5A-6A   | WAVY NEWS-5A    | :30 | \$700.00   | 10/04-10/04 | 1          | 1          | 1           | \$700.00   |         |
|     | 4   | F   | 5A-6A   | WAVY NEWS-5A    | :30 | \$700.00   | 10/05-10/05 | 1          | 1          | 1           | \$700.00   |         |
|     | 16  | TU  | 430A-5A | WAVY NEWS-430A< | :30 | \$200.00   | 10/02-10/02 | 1          | 1          | 1           | \$200.00   |         |
|     | 17  | W   | 430A-5A | WAVY NEWS-430A< | :30 | \$200.00   | 10/03-10/03 | 1          | 1          | 1           | \$200.00   |         |
|     | 18  | TH  | 430A-5A | WAVY NEWS-430A< | :30 | \$200.00   | 10/04-10/04 | 1          | 1          | 1           | \$200.00   |         |
|     | 21  | SA  | 6A-7A   | WAVY NWS SAT6A  | :30 | \$500.00   | 10/06-10/06 | 1          | 1          | 1           | \$500.00   |         |
|     | 22  | SA  | 7A-8A   | WAVY NWS SAT7A  | :30 | \$800.00   | 10/06-10/06 | 1          | 1          | 1           | \$800.00   |         |
|     | 23  | SU  | 6A-7A   | WAVY NWS SUN6A  | :30 | \$500.00   | 10/07-10/07 | 1          | 1          | 1           | \$500.00   |         |
|     | 24  | SU  | 7A-8A   | WAVY NWS SUN7A  | :30 | \$800.00   | 10/07-10/07 | 1          | 1          | 1           | \$800.00   |         |
|     | 25  | SU  | 8A-9A   | SUN TODAY-NBC   | :30 | \$1,200.00 | 10/07-10/07 | 1          | 1          | 1           | \$1,200.00 |         |

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Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 739  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/739  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

| LT | Ln | Day | Time    | Program         | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|---------|-----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|    | 26 | TU  | 9A-10A  | TODAY SHW2-NBC  | :30 | \$500.00 | 10/02-10/02 | 1          | 1          | 1           | \$500.00   |         |
|    | 27 | W   | 9A-10A  | TODAY SHW2-NBC  | :30 | \$500.00 | 10/03-10/03 | 1          | 1          | 1           | \$500.00   |         |
|    | 28 | TH  | 9A-10A  | TODAY SHW2-NBC  | :30 | \$500.00 | 10/04-10/04 | 1          | 1          | 1           | \$500.00   |         |
|    | 29 | F   | 9A-10A  | TODAY SHW2-NBC  | :30 | \$500.00 | 10/05-10/05 | 1          | 1          | 1           | \$500.00   |         |
|    | 30 | M   | 9A-10A  | TODAY SHW2-NBC  | :30 | \$500.00 | 10/08-10/08 | 1          | 1          | 1           | \$500.00   |         |
|    | 31 | TU  | 10A-11A | TODAY SHW3-NBC  | :30 | \$400.00 | 10/02-10/02 | 1          | 1          | 1           | \$400.00   |         |
|    | 32 | W   | 10A-11A | TODAY SHW3-NBC  | :30 | \$400.00 | 10/03-10/03 | 1          | 1          | 1           | \$400.00   |         |
|    | 33 | TH  | 10A-11A | TODAY SHW3-NBC  | :30 | \$400.00 | 10/04-10/04 | 1          | 1          | 1           | \$400.00   |         |
|    | 34 | F   | 10A-11A | TODAY SHW3-NBC  | :30 | \$400.00 | 10/05-10/05 | 1          | 1          | 1           | \$400.00   |         |
|    | 35 | M   | 10A-11A | TODAY SHW3-NBC  | :30 | \$400.00 | 10/08-10/08 | 1          | 1          | 1           | \$400.00   |         |
|    | 36 | TU  | 12P-1P  | WAVY NEWS10-NN< | :30 | \$300.00 | 10/02-10/02 | 1          | 1          | 1           | \$300.00   |         |
|    | 37 | W   | 12P-1P  | WAVY NEWS10-NN< | :30 | \$300.00 | 10/03-10/03 | 1          | 1          | 1           | \$300.00   |         |
|    | 38 | TH  | 12P-1P  | WAVY NEWS10-NN< | :30 | \$300.00 | 10/04-10/04 | 1          | 1          | 1           | \$300.00   |         |
|    | 39 | F   | 12P-1P  | WAVY NEWS10-NN< | :30 | \$300.00 | 10/05-10/05 | 1          | 1          | 1           | \$300.00   |         |
|    | 40 | M   | 12P-1P  | WAVY NEWS10-NN< | :30 | \$300.00 | 10/08-10/08 | 1          | 1          | 1           | \$300.00   |         |
|    | 41 | TU  | 1P-2P   | DAYS-OUR LIVES  | :30 | \$500.00 | 10/02-10/02 | 1          | 1          | 1           | \$500.00   |         |
|    | 42 | W   | 1P-2P   | DAYS-OUR LIVES  | :30 | \$500.00 | 10/03-10/03 | 1          | 1          | 1           | \$500.00   |         |

| Rep Order# 6848230 |                      | Ver# 1 | Status New | Traffic Order#                       |                      | Printed: 08/31/2012 8:48 AM       |                    | 3 of 5           |            |             |            |         |
|--------------------|----------------------|--------|------------|--------------------------------------|----------------------|-----------------------------------|--------------------|------------------|------------|-------------|------------|---------|
| EC'd Yes           |                      |        |            |                                      |                      | Last Received: 08/31/2012 7:51 AM |                    |                  |            |             |            |         |
|                    |                      |        |            |                                      |                      | Showing Buylines: All Lines       |                    |                  |            |             |            |         |
| Station            | WAVY-TV NORFOLK, VA. |        |            | Agency                               | ( ) CROSSROADS MEDIA |                                   |                    | Rep Firm         |            |             |            |         |
| Advertiser         | ( ) CROSSROADS GPS   |        |            | 66 CANAL CENTER PLAZA, SUITE 555     |                      |                                   | Sales Office       | ( ) PHILADELPHIA |            |             |            |         |
| Product            | Crossroads GPS       |        |            | ALEXANDRIA, VA 22314                 |                      |                                   | Salesperson        | ( ) ANJIE BRADY  |            |             |            |         |
| Estimate#          | 739                  |        |            | Agency C/P1/P2/E 12/11/739           |                      |                                   |                    |                  |            |             |            |         |
| Buyer              | Stephanie Maroney    |        |            | Flight Dates 10/02/2012 - 10/08/2012 |                      |                                   | Salesperson Phone# | 215-567-6005     |            |             |            |         |
| Phone#             |                      |        |            | Hiatus Weeks                         |                      |                                   | Salesperson FAX#   | 215-567-5938     |            |             |            |         |
| Fax#               |                      |        |            |                                      |                      |                                   |                    |                  |            |             |            |         |
| LT                 | Ln                   | Day    | Time       | Program                              | Len                  | Rate                              | Dates              | Spots/Week       | # of Weeks | Total Spots | Total Cost | Daypart |
|                    | 44                   | F      | 1P-2P      | DAYS-OUR LIVES                       | :30                  | \$500.00                          | 10/05-10/05        | 1                | 1          | 1           | \$500.00   |         |
|                    | 45                   | M      | 1P-2P      | DAYS-OUR LIVES                       | :30                  | \$500.00                          | 10/08-10/08        | 1                | 1          | 1           | \$500.00   |         |
|                    | 46                   | TU     | 2P-3P      | DOCTORS<                             | :30                  | \$200.00                          | 10/02-10/02        | 1                | 1          | 1           | \$200.00   |         |
|                    | 47                   | W      | 2P-3P      | DOCTORS<                             | :30                  | \$200.00                          | 10/03-10/03        | 1                | 1          | 1           | \$200.00   |         |
|                    | 48                   | TH     | 2P-3P      | DOCTORS<                             | :30                  | \$200.00                          | 10/04-10/04        | 1                | 1          | 1           | \$200.00   |         |
|                    | 49                   | F      | 2P-3P      | DOCTORS<                             | :30                  | \$200.00                          | 10/05-10/05        | 1                | 1          | 1           | \$200.00   |         |
|                    | 50                   | M      | 2P-3P      | DOCTORS<                             | :30                  | \$200.00                          | 10/08-10/08        | 1                | 1          | 1           | \$200.00   |         |
|                    | 51                   | TU     | 3P-4P      | MAURY POVICH<                        | :30                  | \$450.00                          | 10/02-10/02        | 1                | 1          | 1           | \$450.00   |         |
|                    | 53                   | TH     | 3P-4P      | MAURY POVICH<                        | :30                  | \$450.00                          | 10/04-10/04        | 1                | 1          | 1           | \$450.00   |         |
|                    | 54                   | F      | 3P-4P      | MAURY POVICH<                        | :30                  | \$450.00                          | 10/05-10/05        | 1                | 1          | 1           | \$450.00   |         |
|                    | 55                   | M      | 3P-4P      | MAURY POVICH<                        | :30                  | \$450.00                          | 10/08-10/08        | 1                | 1          | 1           | \$450.00   |         |
|                    | 56                   | TU     | 4P-5P      | ANDERSON<                            | :30                  | \$500.00                          | 10/02-10/02        | 1                | 1          | 1           | \$500.00   |         |
|                    | 57                   | W      | 4P-5P      | ANDERSON<                            | :30                  | \$500.00                          | 10/03-10/03        | 1                | 1          | 1           | \$500.00   |         |
|                    | 58                   | TH     | 4P-5P      | ANDERSON<                            | :30                  | \$500.00                          | 10/04-10/04        | 1                | 1          | 1           | \$500.00   |         |
|                    | 59                   | F      | 4P-5P      | ANDERSON<                            | :30                  | \$500.00                          | 10/05-10/05        | 1                | 1          | 1           | \$500.00   |         |
|                    | 60                   | M      | 4P-5P      | ANDERSON<                            | :30                  | \$500.00                          | 10/08-10/08        | 1                | 1          | 1           | \$500.00   |         |

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Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 739 Agency C/P1/P2/E 12/11/739 Salesperson Phone# 215-567-6005  
Buyer Stephanie Maroney Flight Dates 10/02/2012 - 10/08/2012 Salesperson FAX# 215-567-5938  
Fax# Hiatus Weeks

| LT | Ln | Day | Time        | Program          | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|-------------|------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
|    | 62 | W   | 5P-530P     | WAVY NEWS10-5<   | :30 | \$1,500.00 | 10/03-10/03 | 1          | 1          | 1           | \$1,500.00 |         |
|    | 64 | F   | 5P-530P     | WAVY NEWS10-5<   | :30 | \$1,500.00 | 10/05-10/05 | 1          | 1          | 1           | \$1,500.00 |         |
|    | 66 | TU  | 530P-6P     | WAVY10NWS-5.30<  | :30 | \$1,500.00 | 10/02-10/02 | 1          | 1          | 1           | \$1,500.00 |         |
|    | 68 | TH  | 530P-6P     | WAVY10NWS-5.30<  | :30 | \$1,500.00 | 10/04-10/04 | 1          | 1          | 1           | \$1,500.00 |         |
|    | 70 | M   | 530P-6P     | WAVY10NWS-5.30<  | :30 | \$1,500.00 | 10/08-10/08 | 1          | 1          | 1           | \$1,500.00 |         |
|    | 77 | W   | 730P-8P     | ACCESS HOLLYWOOD | :30 | \$1,500.00 | 10/03-10/03 | 1          | 1          | 1           | \$1,500.00 |         |
|    | 79 | F   | 730P-8P     | ACCESS HOLLYWOOD | :30 | \$1,500.00 | 10/05-10/05 | 1          | 1          | 1           | \$1,500.00 |         |
|    | 86 | SA  | 11P-1130P   | WAVY NEWS10-11   | :30 | \$2,000.00 | 10/06-10/06 | 1          | 1          | 1           | \$2,000.00 |         |
|    | 87 | SU  | 1130P-12A   | SUN LATE NEWS    | :30 | \$2,000.00 | 10/07-10/07 | 1          | 1          | 1           | \$2,000.00 |         |
|    | 88 | TU  | 1135P-1235A | TONITE SHW-NBC<  | :30 | \$500.00   | 10/02-10/02 | 1          | 1          | 1           | \$500.00   |         |
|    | 89 | W   | 1135P-1235A | TONITE SHW-NBC<  | :30 | \$500.00   | 10/03-10/03 | 1          | 1          | 1           | \$500.00   |         |
|    | 90 | TH  | 1135P-1235A | TONITE SHW-NBC<  | :30 | \$500.00   | 10/04-10/04 | 1          | 1          | 1           | \$500.00   |         |
|    | 91 | F   | 1135P-1235A | TONITE SHW-NBC<  | :30 | \$500.00   | 10/05-10/05 | 1          | 1          | 1           | \$500.00   |         |
|    | 92 | M   | 1135P-1235A | TONITE SHW-NBC<  | :30 | \$500.00   | 10/08-10/08 | 1          | 1          | 1           | \$500.00   |         |
|    | 93 | SA  | 1130P-1A    | SAT NITE LIVE    | :30 | \$800.00   | 10/06-10/06 | 1          | 1          | 1           | \$800.00   |         |

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 739  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/739  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

| LT | Ln | Day | Time       | Program      | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|------------|--------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|    | 94 | M   | 1235A-135A | JIMMY FALLON | :30 | \$150.00 | 10/08-10/08 | 1          | 1          | 1           | \$150.00   |         |
|    | 95 | SU  | 12A-1A     | LEVERAGE     | :30 | \$175.00 | 10/07-10/07 | 1          | 1          | 1           | \$175.00   |         |

--REPORT TOTALS--  
Report Totals: 61 / \$37,925.00

--SALES MONTHLY TOTALS--  
  
Oct 12: 61 / \$37,925.00  
Sales Totals: 61 / \$37,925.00  
Station Totals: 61 / \$37,925.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

|                 |               |           |         |          |          |         |          |
|-----------------|---------------|-----------|---------|----------|----------|---------|----------|
| --COMPETITIVE-- | Market Totals | \$135,446 | CATV 0% | WAVY 28% | WGNT 0%  | WPXV 0% | WTKR 42% |
|                 |               |           | WTVZ 1% | WVBT 5%  | WVEC 24% |         |          |

--COMPETITIVE COMMENTS--  
COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

-- CREDIT RISK ---  
CASH IN ADVANCE